

Iyad Khattab

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Summary

End-to-end Product Designer with 3 years of research, design, and cross-functional leadership across HMI, mobile, and web, built on a 5-year writing and content-design foundation that drives stronger information architecture and clearer design rationale. Owns the full arc from research and stakeholder coordination through interaction, visual, and system design to production handoff, with a focus on translating complex information into clear, user-centered experiences.

Skills

Design: UI design, interaction design, prototyping, design systems, information architecture, user flows & journey mapping, content design / UX writing, design handoff, accessibility (WCAG 2.2)

Tools: Figma, ProtoPie, Framer, Adobe Creative Suite, Miro, Maze, Qualtrics, Google Analytics

Research: Mixed-method research, usability testing, user interviews, A/B testing, heuristic evaluation, field research

Certifications: Google AI Essentials Specialization, WCAG Compliance, Serious Game Design, MSU RCR

Selected Design Projects

Product Designer | Infotainment Redesign: Ford SYNC 4A | Academic Capstone – MSU Jan 2025 - June 2025
End-to-end product design for in-vehicle infotainment

- **Delivered a redesigned product UI across a 6-month design lifecycle** by owning end-to-end visual and interaction design for **core user flows**, **reducing high-cognitive-load interaction friction**, validated through field research
- Designed and iterated low- and high-fidelity prototypes and mockups in partnership with engineers and PMs, **improving content clarity by 35%**, **reducing user errors by 30%**, and **reducing task completion time by ~8%** across testing rounds

Product Designer | Homeless Reach | Academic Project – MSU Jan 2024 - Apr 2024

- **Launched the full UI design system for a civic-tech platform** by defining the visual language, component library, and accessible interaction patterns in Figma, enabling consistent experiences across all user-facing screens
- Achieved a **98% task completion rate and 80% user preference in content accuracy** by designing **reusable interface components** with clear visual hierarchy and usability-testing core interface flows against WCAG 2.2 accessibility standard

Professional Experience

Engineering Documentation Technician | Nagel Precision | Ann Arbor, MI Jul 2026 - Present

- Extract and create BOMs and spare-parts lists from engineering drawings, ensuring every component is accurately identified, numbered, and traceable for manufacturing and customer use
- Annotate drawings in AutoCAD and SolidWorks with dimensions and technical callouts to ANSI, ISO, and ASME Y14.5 standards; design ECPL documentation (lockout tags, placards, warning signage) to customer-specific standards
- Partner with mechanical, electrical, fluid-power, and systems engineers, engineering PMs, and Sales, Manufacturing, and Purchasing to align documentation with product and customer requirements

UX Research Coordinator | Michigan State University Writing Center | East Lansing, MI Aug 2024 - June 2025

- Led an end-to-end service redesign as project lead, managing scope and timeline from research through rollout, **translating mixed-method findings into a more accessible client-centered journey** that boosted satisfaction by 35%
- **Grew survey participation to 150+ responses** across in-person, synchronous, and asynchronous modalities by redesigning the feedback collection experience and embedding it into the post-appointment flow
- Partnered with service stakeholders and leadership, **delivering weekly UX findings and reporting dashboards** through visual reports and presentations, balancing user needs and institutional goals to align decisions with a user-centered roadmap
- **Operationalized research findings into delivery standards** by training 30+ consultants on the redesigned experience using visual guidelines and interaction standards drawn directly from the research, ensuring consistent quality across services

Experience Design Coordinator | Michigan State University Writing Center | East Lansing, MI Aug 2023 - Aug 2024

- **Redesigned workshop content and digital learning interfaces** by restructuring information architecture and visual flow to **increase active participation by 83%** over previous workshops
- **Delivered inclusive learning experiences to 1,000+ students across 40+ sessions** by designing accessible workshop interfaces and materials that met WCAG accessibility principles

Documentation Specialist | Güdel Inc. | Ann Arbor, MI Feb 2023 - July 2023

- Coordinated documentation and workflow mapping across teams during an ERP migration (Axapta → SAP), streamlining data management workflows that reduced communication time and errors, and improved data processing efficiency by 20%

Education

Michigan State University (GPA: 3.9) | M.A., Media and Information Aug 2023 - June 2025
Concentration: Product Design, UX Research, & Human-Computer Interaction

Eastern Michigan University (GPA: 3.6) | B.A., Creative Writing & Minor in Professional Writing Aug 2020 - May 2023